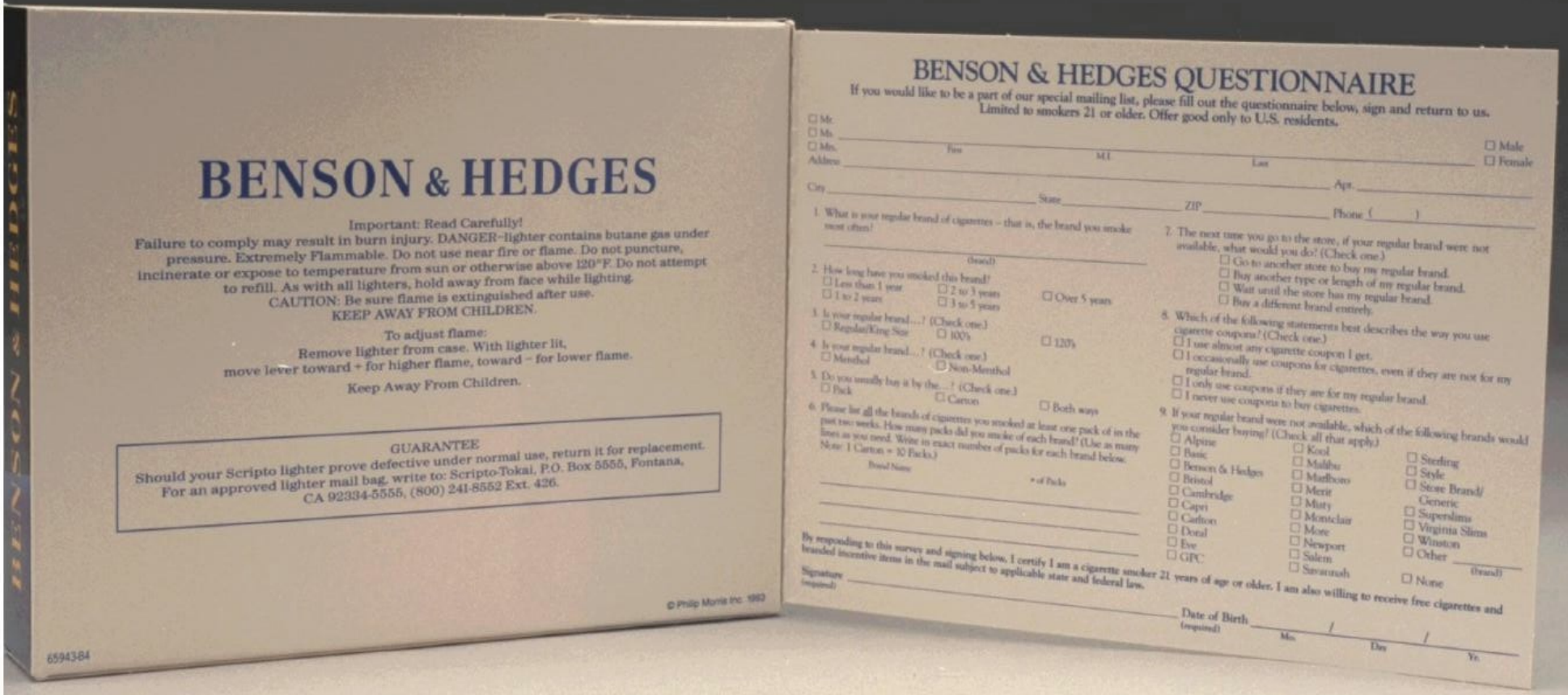

BENSON & HEDGES

Important: Read Carefully!
Failure to comply may result in burn injury. DANGER–lighter contains butane gas under pressure. Extremely Flammable. Do not use near fire or flame. Do not puncture, incinerate or expose to temperature from sun or otherwise above 120°F. Do not attempt to refill. As with all lighters, hold away from face while lighting.
CAUTION: Be sure flame is extinguished after use.
KEEP AWAY FROM CHILDREN.

To adjust flame:
Remove lighter from case. With lighter lit, move lever toward + for higher flame, toward – for lower flame.

Keep Away From Children.

GUARANTEE
Should your Scripto lighter prove defective under normal use, return it for replacement. For an approved lighter mail bag, write to: Scripto-Tokai, P.O. Box 5555, Fontana, CA 92334-5555, (800) 241-8552 Ext. 426.

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BENSON & HEDGES QUESTIONNAIRE

If you would like to be a part of our special mailing list, please fill out the questionnaire below, sign and return to us. Limited to smokers 21 or older. Offer good only to U.S. residents.

☐ Mr. ☐ Ms. ☐ Mrs. First M.I. Last ☐ Male ☐ Female

Address _____ Apt. _____

City _____ State _____ ZIP _____ Phone ( ) _____

1. What is your regular brand of cigarettes – that is, the brand you smoke most often?
_____ (brand)

2. How long have you smoked this brand?
☐ Less than 1 year ☐ 2 to 3 years ☐ Over 5 years
☐ 1 to 2 years ☐ 3 to 5 years

3. Is your regular brand...? (Check one.)
☐ Regular/King Size ☐ 100's ☐ 120's

4. Is your regular brand...? (Check one.)
☐ Menthol ☐ Non-Menthol

5. Do you usually buy it by the...? (Check one.)
☐ Pack ☐ Carton ☐ Both ways

6. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? (Use as many lines as you need. Write in exact number of packs for each brand below. Note: 1 Carton = 10 Packs.)

Brand Name	# of Packs

7. The next time you go to the store, if your regular brand were not available, what would you do? (Check one.)
☐ Go to another store to buy my regular brand.
☐ Buy another type or length of my regular brand.
☐ Wait until the store has my regular brand.
☐ Buy a different brand entirely.

8. Which of the following statements best describes the way you use cigarette coupons? (Check one.)
☐ I use almost any cigarette coupon I get.
☐ I occasionally use coupons for cigarettes, even if they are not for my regular brand.
☐ I only use coupons if they are for my regular brand.
☐ I never use coupons to buy cigarettes.

9. If your regular brand were not available, which of the following brands would you consider buying? (Check all that apply.)

☐ Alpine	☐ Kool	☐ Sterling
☐ Basic	☐ Malibu	☐ Style
☐ Benson & Hedges	☐ Marlboro	☐ Store Brand/ Generic
☐ Bristol	☐ Merit	☐ Superslims
☐ Cambridge	☐ Misty	☐ Virginia Slims
☐ Capri	☐ Montclair	☐ Winston
☐ Carlton	☐ More	☐ Other _____ (brand)
☐ Doral	☐ Newport	
☐ Eve	☐ Salem	
☐ GPC	☐ Savarush	☐ None

By responding to this survey and signing below, I certify I am a cigarette smoker 21 years of age or older. I am also willing to receive free cigarettes and branded incentive items in the mail subject to applicable state and federal law.

Signature _____ (required) Date of Birth _____ (required) Mo. / Day / Yr.

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Source: https://www.industrydocuments.ucsf.edu/docs/[illegible]
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